

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions and listings of claims in this application.

Claims 1-3. (Cancelled)

4. (Currently amended) A system for providing a user with at least one response to a search query of the Internet, the system comprising:

 a user interface, the user interface effective to receive a search query from a user;

 a web page record database connected to the user interface, the web page record database including a plurality of web page records, the plurality of web page records including a response to the search query;

 a search engine module connected to both the user interface and the web page record database, the search engine module effective to search the web page record database for the response;

 an entity information database including information about entities-individuals or organizations that ~~control~~ maintain ownership over one or more web page records; and

 a mapping database connected to the web page record database and the entity information database, the mapping database including information for mapping the web page records with respective entities-individuals or organizations.

5. (Previously presented) The system as recited in claim 4, wherein the mapping database uses American Business Information Numbers.

6. (Currently amended) The system as recited in claim 4, wherein the entity information database includes geographic information about the entities-individuals or organizations.

7. (Previously presented) The system as recited in claim 4, wherein the entity information database uses Standard Industry Code Fields.

8. (Currently amended) The system as recited in claim 4, wherein the mapping database maps a particular ~~entity~~ individuals or organizations to a plurality of web page records.

9. (Previously presented) The system as recited in claim 4, wherein the entity information database includes information about one or more companies and their financial profiles information.

10. (Currently amended) A method for providing a user at least one response to a search query of the Internet, the method comprising:

receiving a search query from a user;

searching a web page record database for a response to the search query;

mapping the response to an ~~entity~~ individual or organization associated with the response, wherein the ~~entity~~ individual or organization maintains ownership over ~~controls~~ one or more web page records; and

displaying the response and a name of the ~~entity~~ individual or organization to the user.

11. (Previously presented) The method as in claim 10 wherein the search query is based on a hierarchical category structure.

12. (Previously presented) The method as recited in claim 10, wherein the mapping uses American Business Information Numbers.

13. (Currently amended) The method as recited in claim 10, further comprising displaying geographic information about the ~~entity~~ individual or organization.

14. (Currently amended) A method for providing a user with at least one response to a search query of the Internet, the method comprising:

receiving a search query from a user in the form of category selection;

determining at least one entity-individual or organization associated with the search query;

determining at least one URL under the ~~control-ownership~~ of the entity-individual or organization; and

displaying the URL to the user.

15. (Currently amended) The method as recited in claim 14, wherein the determining at least one entity-individual or organization is performed through the use of SIC codes.

16. (Previously presented) The method as recited in claim 14, wherein the category selection comes from a hierarchical category structure.

17. (Previously presented) The method as recited in claim 14, wherein the search query includes geographic criteria and the method further comprises filtering the at least one URL based on the geographic criteria before performing the displaying.

18. (Previously presented) The method as recited in claim 17, wherein the geographic criteria is a city.

19. (Previously presented) The method as recited in claim 14, wherein the at least one URL includes a plurality of URLs and the plurality of URLs are displayed to the user in an order of popularity.

20. (Currently amended) The method as recited in claim 14, further comprising displaying a name of the entity-individual or organization.

21. (Previously presented) The method as recited in claim 14, wherein the displaying includes displaying a plurality of URLs and the method further comprises enabling the user to execute a search in only the plurality of URLs.